

# **DESTINATION 2040**

## **Choosing Lexington's Future**

### **PROJECT DESCRIPTION**

Destination 2040 – Choosing Lexington's Future will take place in two basic phases from January – July, 2008. In short, Phase 1 is for direct community engagement and refining of the vision, and Phase 2 is to launch implementation of the vision. The goal of the project is a high level of community participation from all segments of the population through a variety of means. The process will be structured around 4 Aspects of Community Life – Human Need, Physical Growth, Economic Expansion, and Cultural Creativity. This four-fold framework of community life will be used as a dominant theme through all project phases.

Prior to kicking off Destination 2040, the **Project Management Team** will set the stage for Phase 1 by establishing community and contractual relationships; devising strategies, methodologies, and plans; and developing the needed materials for the community engagement process. A 15 member **Steering Committee** will be formed to provide project oversight throughout Phase 1. Public promotion of the project will occur. Training sessions will be scheduled and other logistical considerations addressed. A high level of citizen involvement will be sought by promoting the project directly to a variety of community leaders and stakeholder groups. These community leaders will be asked for advocacy and support of the project throughout their various memberships, and to provide citizen leadership in two ways: by providing citizen volunteers to serve as a member of a **Facilitation Team**, and by providing two **Naturally-Occurring Meeting (NOM)** opportunities during the months of January – May, 2008. This will be the primary strategy to elicit participation by **Public Groups** (several "open" public group sessions will also be scheduled). The NOMs are the key to providing a true community cross section. Businesses, universities, neighborhood associations, faith-based groups, schools and other organizations will be asked to provide volunteers to be trained as facilitators in two-person teams. Then, they will be asked to provide two business staff meetings, class settings, neighborhood board meetings, faith-based group meetings, PTA or SBDM meetings, or other such meetings that are already scheduled to occur during the prescribed time frame, to be led through the actual visioning exercise by the facilitation teams. Finally, **Work Teams** will be established for each of the 4 **Aspects of Community Life (ACL)**. These teams will consist of 5-7 persons with knowledge and expertise in various areas relevant to the team's assigned aspect of community life.

### **PHASE 1**

Facilitation Teams and Work Teams will receive training for their respective roles. The basic visioning exercise will then be conducted in two parts, each with two steps.

#### *Part 1                      January – March, 2008*

- A.        Public Groups will be led through their first meeting and contribute to a collective vision scenario that describes the Lexington-Fayette County they want to see in the year 2040, discuss the root question of "How will our community protect all that we value while continuing to grow?", and review, expand upon, and prioritize several topics of community concern within the 4 ACLs.
- B.        Work Teams will take the information and priorities provided by the Public Groups relevant to their assigned ACL, identify any related topics or subtopics, and generate a list of several key indicators of community life that could be tracked over time to tell whether the community is progressing in a desirable direction

*Part 2                      March – May, 2008*

A.        Public Groups will reconvene to prioritize the topics / subtopics within one or more ACLs, and also to prioritize key indicators to be used to measure progress in achieving the community vision. Groups will review and modify the vision scenario they developed in the first meeting, and provide any final commentary. Participants will be surveyed for interest in continued involvement through the vision implementation phase.

B.        Work Teams will use the priorities given to topics and indicators by Public Groups to develop implementation plans with specific tasks, targets, and progress measurements. Work Team reports will become the basis for the Community Vision Report.

In addition, Phase 1 will include a randomized citizen **Phone Survey** to validate findings of the meetings, and a series of **Focused Meetings** will be held on specific topics that emerge through the public process, to be led by Facilitation Teams and to include invited subject matter experts. The **Destination 2040 Web Site** will be a key communication link to the community, as well, offering citizens the chance to participate in answering vital questions and priority setting. At the completion of this phase a community vision report will be issued

## **PHASE 2**

The implementation plans for each ACL will be carried forward through the advocacy and oversight of an 8-12 member Destination 2040 Vision Commission, a more permanent, appointed body whose membership reflects the 4 ACLs. The commission will meet quarterly for the purpose of keeping implementation focus, provide regular progress reporting, match resources with ongoing Work Team initiatives, and generate next ideas and adjust implementation plans as needed.

## **Highlighted Participants and Definitions**

Project Mgmt. Team	(LFUCG in conjunction with UK, and RKI & Associates)
Steering Committee	(15 member group)
Facilitation Teams	(2-person teams to lead meetings)
Work Teams	(5-7 member teams to shape public work)
Partners	(All businesses and organizations that host meetings)
Public Groups	(General public in a variety of meetings)
NOM	(Naturally-occurring meeting of citizens in the community)
Focused Meetings	(10-12 topic-specific meetings with subject matter expertise)

## **SUMMARY PROJECT OUTLINE**

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|-----|--|----------------------|
| I.  | Preparation / Recruitment  | Now – January, 2008  |
|     | Steering Committee Established, Process Timetable, Develop Recruitment & Phase 1 Items, Project Promotion, Recruit Volunteers, Schedule Logistics  |                      |
| II. | Community Engagement – Phase 1   | January – June, 2008 |
|     | Two-Part Process – Public Groups (General Input) and Work Teams (Expert Input rooted in each of the 4 ACLs). Each meet twice, in turn, and report results, Produce and Publicize Phase 1 Report, Seek Official Adoption of Report by Mayor and Council, Develop Partnerships & Advocacy for Phase 2, Develop Phase 2 Implementation Plan, Establish Vision Commission for implementation oversight (build out of Steering Committee if possible / appropriate) |                      |

III. Vision Implementation – Phase 2 July, 2008 .....

Carry forward vision per Focused Work Teams / Implementation Plans, with oversight of Vision Commission; Provide regular reports / community updates on progress; Measure and communicate results